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DRU Workshop 2013 Presentations – Disaster  
Resistant University Workshop: Linking  
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3-2013

## Social Media in Emergency Management: Strategies, Use Cases, and Tools

Emma Stocker  
*University of Oregon*

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### Recommended Citation

Stocker, Emma, "Social Media in Emergency Management: Strategies, Use Cases, and Tools" (2013). *DRU Workshop 2013 Presentations – Disaster Resistant University Workshop: Linking Mitigation and Resilience*. Paper 31.

<https://scholarworks.uno.edu/dru2013/31>

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# Social Media in Emergency Management

#SMEM

Social + Media

# Huestis Hall – 12/21/11



## Social Media Response

- ▶ On Facebook in VA before the official UO statement

## UO Official Response

- ▶ Torn between rapid information and accurate information

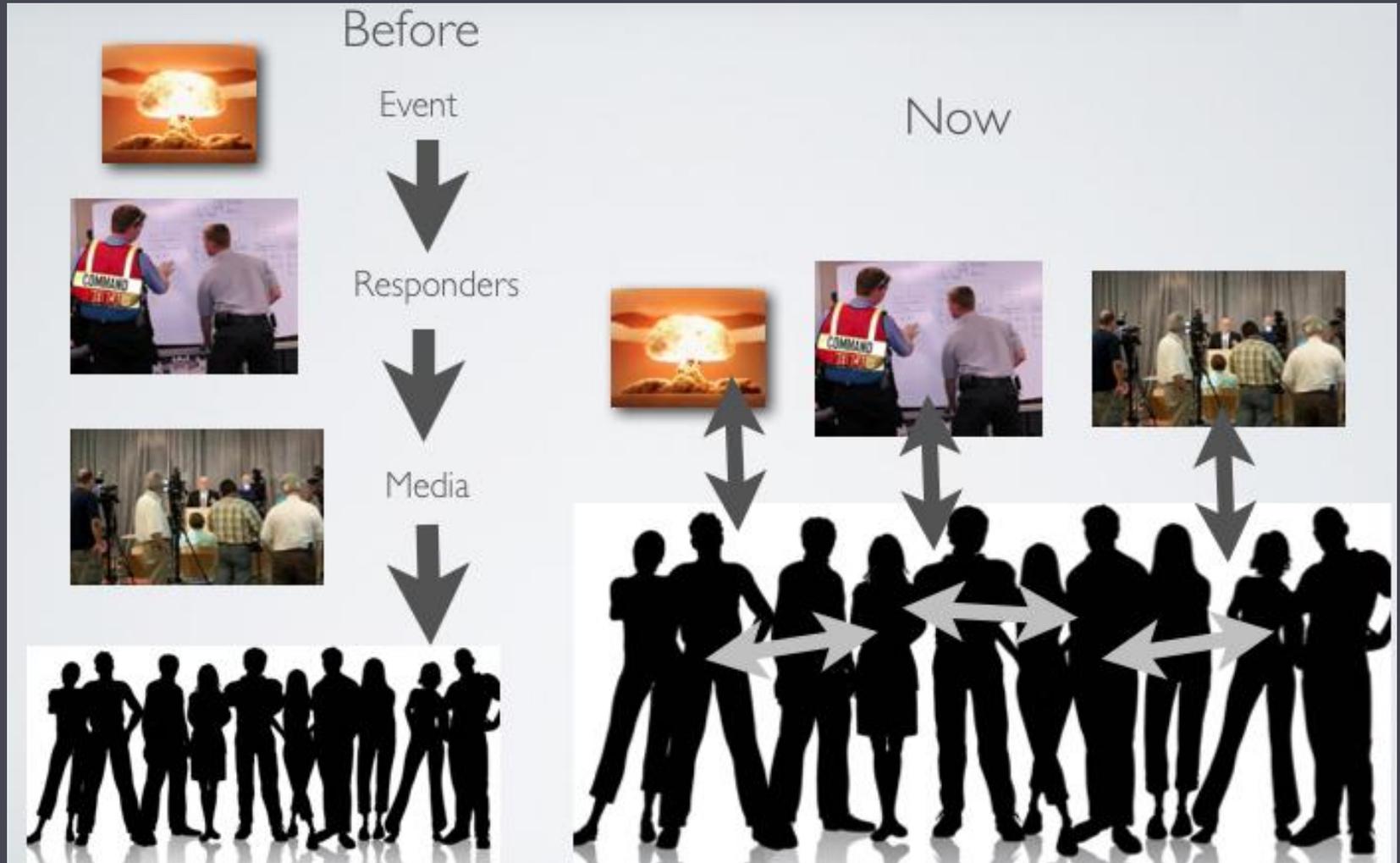


# Why SMEM?

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- ▶ “Disasters” characterized by their **social impact**.
- ▶ Both physical and **social**
- ▶ Risk assessment process:
  - ▶ How do the hazards interact with the built and **social** environment
- ▶ **Socially constructed**
  - ▶ Experienced differently by different groups and individuals,
  - ▶ Generate multiple interpretations of an event

# One Direction → Multidirectional



# [Phone] Trees are great, but birds fly

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- ▶ Japan quake 3/11
  - ▶ 500,000 new twitter users/ 24hrs
- ▶ @OfficialTEPCO on 3/17
  - ▶ 100,000 followers in 4hrs
- ▶ CDC Zombie (blog) Attack
  - ▶ 3k /wk → 30k 1-day
  - ▶ Twtr: 12k (x100)= 1.2m
- ▶ Superbowl 2013
  - ▶ 250,000 / minute
  - ▶ 24 million total

SMEM should be a component of a  
larger communication strategy

# Communication Assessment

---

- ▶ **Message Assessment**
  - ▶ What Where When Why
- ▶ **Audience Assessment**
  - ▶ Who When How
- ▶ **Capabilities Assessment**
  - ▶ How Who When
- ▶ **Less ability to hear and understand, -4 grade levels**
  - ▶ Use simple language
  - ▶ Avoid technical terms / jargon
  - ▶ Short, succinct messages
- ▶ **27 w, 9 s, 3 m**

# Message [and Risk] Assessment

---

## ▶ Severe Weather

- ▶ Seasonal
- ▶ Predictable

## ▶ Earthquake

- ▶ Rare
- ▶ Unpredictable

## ▶ Public Health

- ▶ Regular
- ▶ Varied incidents

## ▶ Severe Weather

- ▶ Seasonal
- ▶ Have personal experience

## ▶ Earthquake

- ▶ Little personal experience
- ▶ Catastrophic

## ▶ Public Health

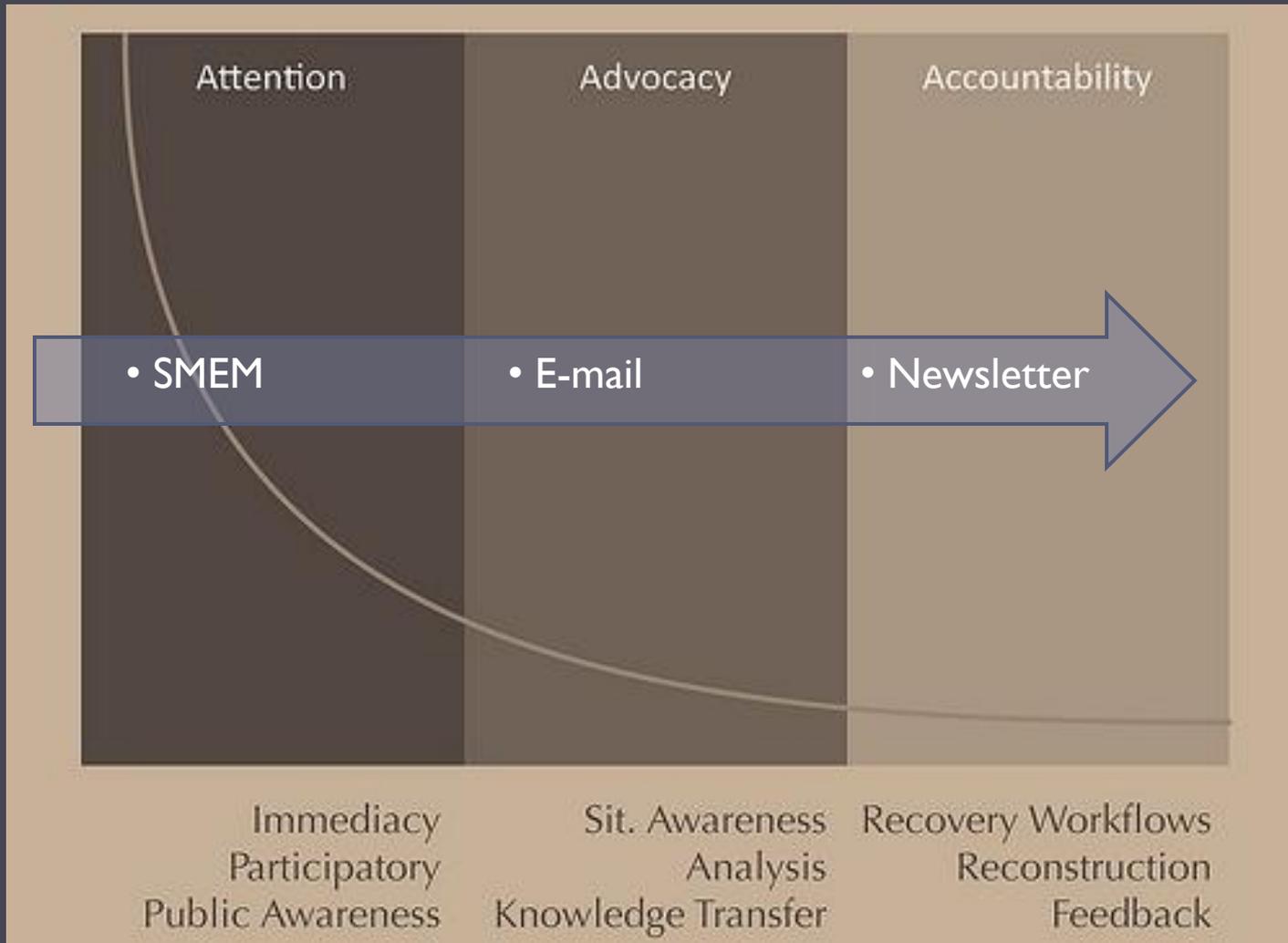
- ▶ Personal choices
- ▶ Varied responses

# Principles of #SMEM

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- ▶ Listen
- ▶ Establish Presence
- ▶ Engage
- ▶ Seek Feedback
- ▶ Communication Strategy
  - ▶ Policies and Procedures
  - ▶ People
  - ▶ Preparations
  - ▶ Practice
  - ▶ Platform

# Message based in time and place



# Use Cases & Tools

# Different Tools for the Disaster Cycle

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## ▶ Prepare

- ▶ Risk Awareness
  - ▶ Facebook
- ▶ Needs Surveys
  - ▶ Survey Monkey
- ▶ Training
  - ▶ Webinar

## ▶ Mitigation / Prevention

- ▶ Shared risk
  - ▶ Interactive Heat Maps

## ▶ Response

- ▶ Emergency Notification
  - ▶ 3<sup>rd</sup> parties
- ▶ Virtual Check in
  - ▶ Foursquare
- ▶ Impact mapping
  - ▶ DRU Map

## ▶ Recovery

- ▶ Volunteers and Donations
  - ▶ Facebook, IndieGoGo
- ▶ Community Connectivity
  - ▶ Mapping
- ▶ Track Progress
  - ▶ Flickr

# UCLA

## EMERGENCY MANAGEMENT OFFICE



## UCLA SMEM

### Facebook

- Shakeout
- Carmageddon
- Information about drills and exercises
- PHOTOS & "FUN"!
- Reminders
- Personal safety

### Linked to Twtr

- [UCLABruinAlert](#)





## Indiana University

### Twitter

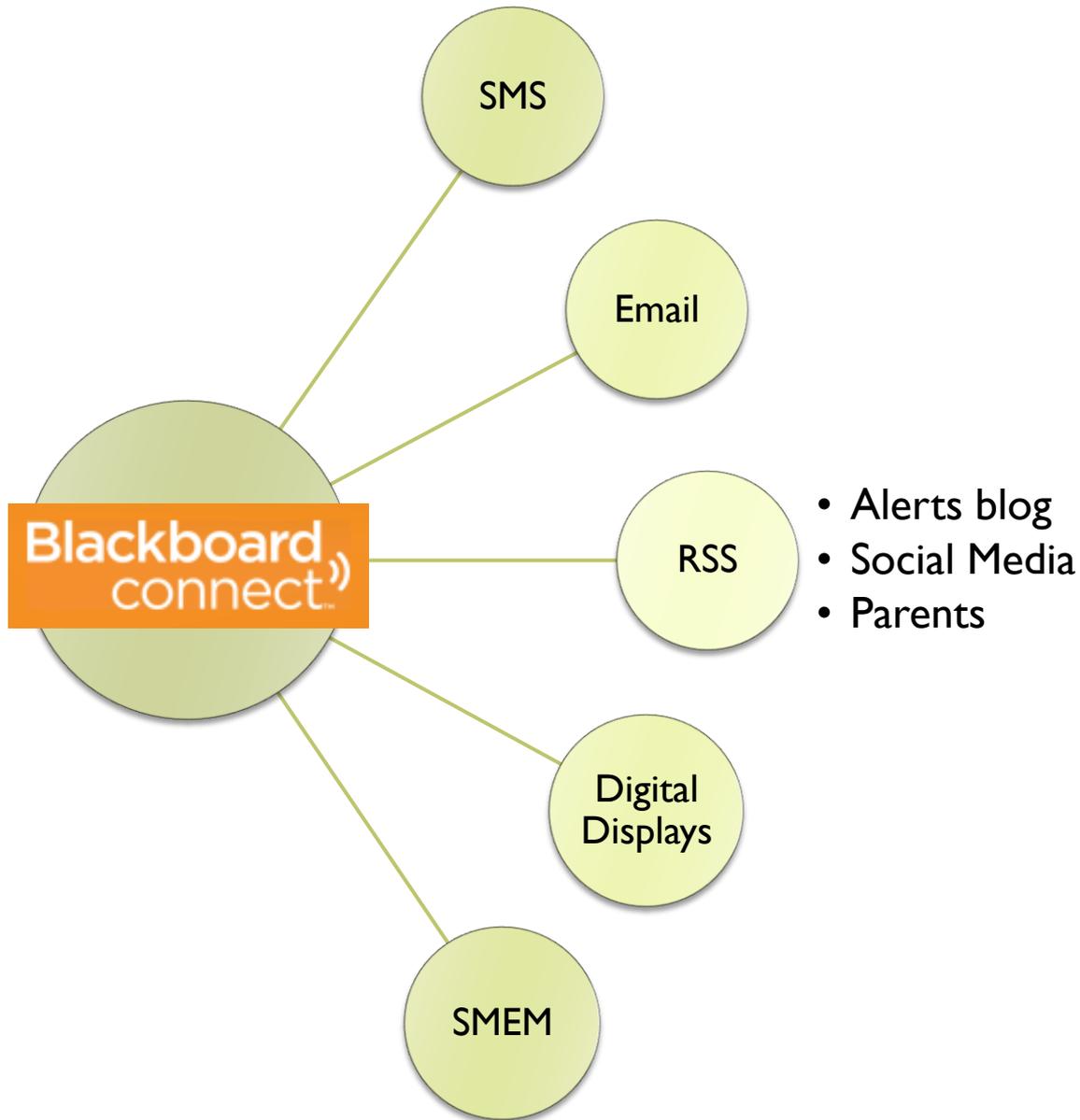
- Information updates
  - Heat
  - Tornado watch
- ReTweets:
  - IDHS
  - Ready.gov
  - Local EMA

### Blog

- Heat safety
- Summer Safety

BB.CE → Digital Displays

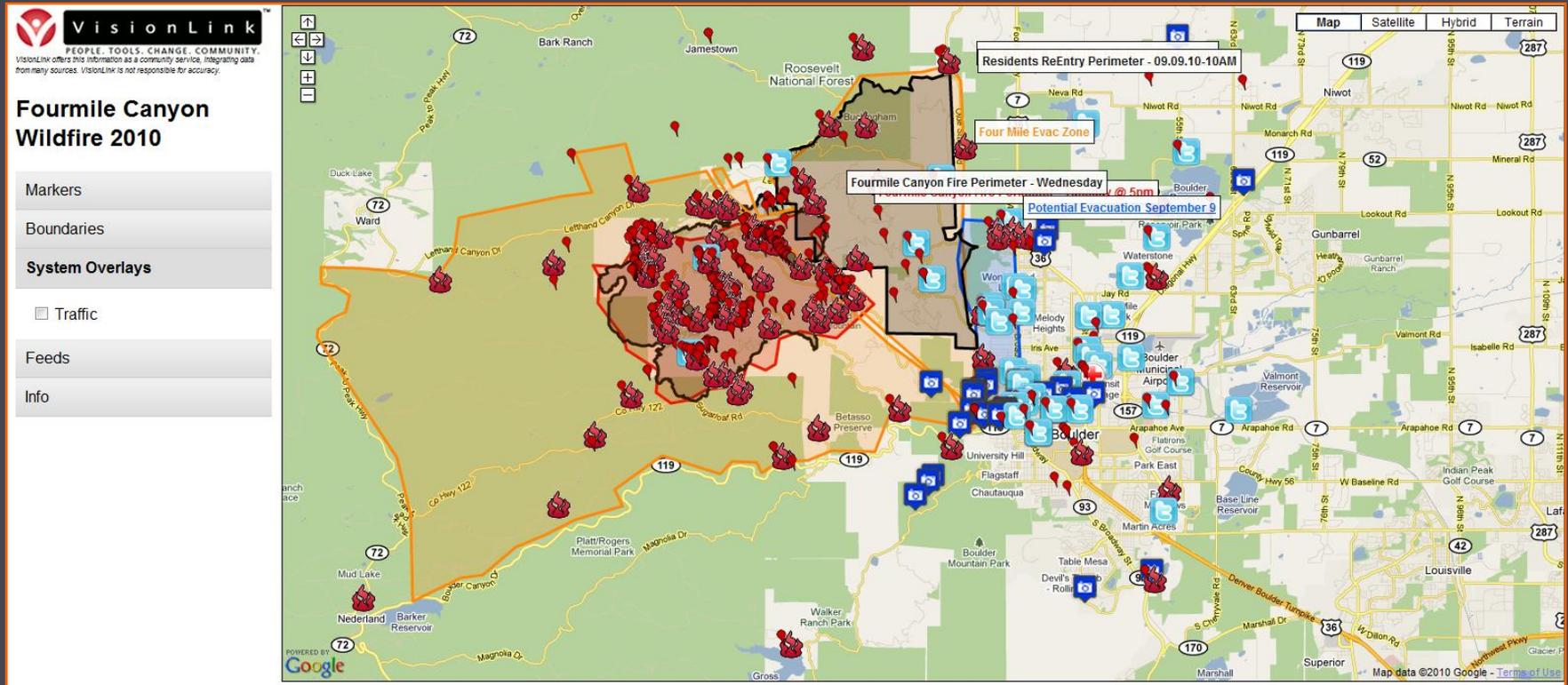




## University of Oregon

- UOAlert!
- One button for most
  - Smartclassrooms
  - Webpages
- UOEMC Facebook
- PIO role
- Protocols

# FourMile Fire Community Mapping



- ▶ Official info
- ▶ Flickr photos
- ▶ 1.8 million views
- ▶ Real time tweets
- ▶ Traffic

# #BoulderFire Twitter Timeline

Monday  
September 6

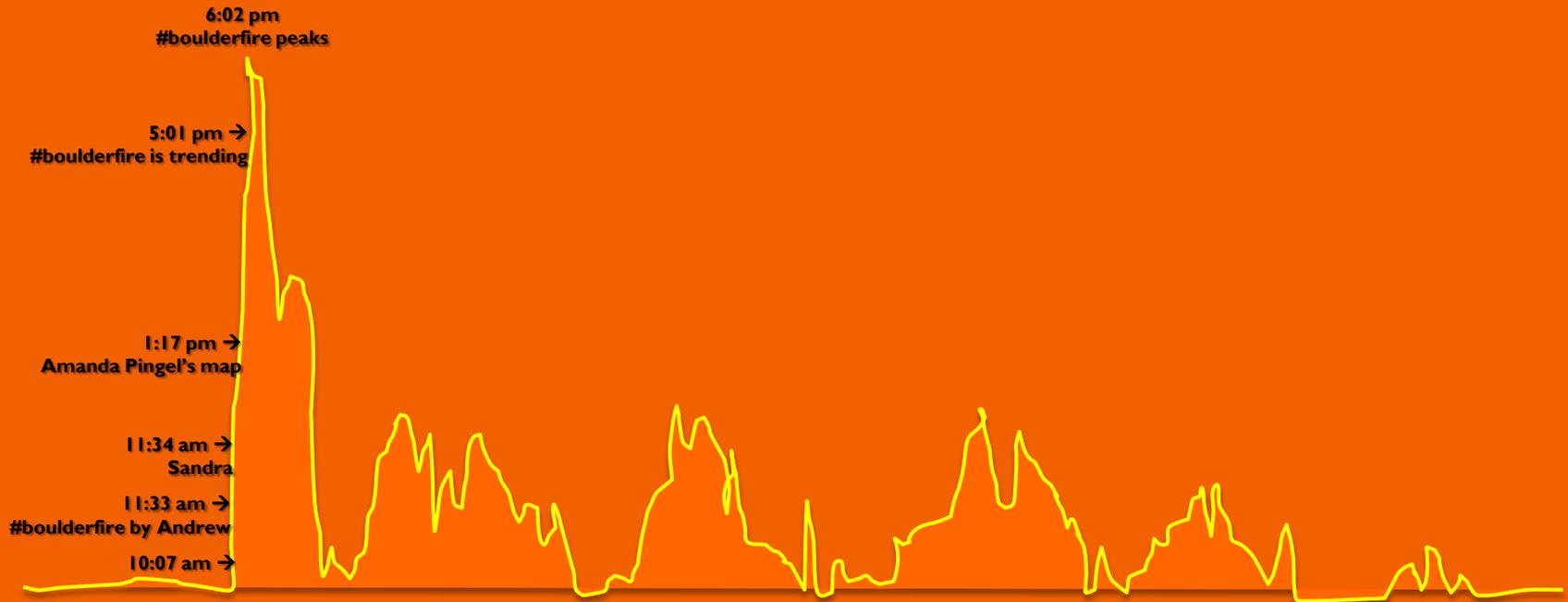
Tuesday  
September 7

Wednesday  
September 8

Thursday  
September 9

Friday  
September 10

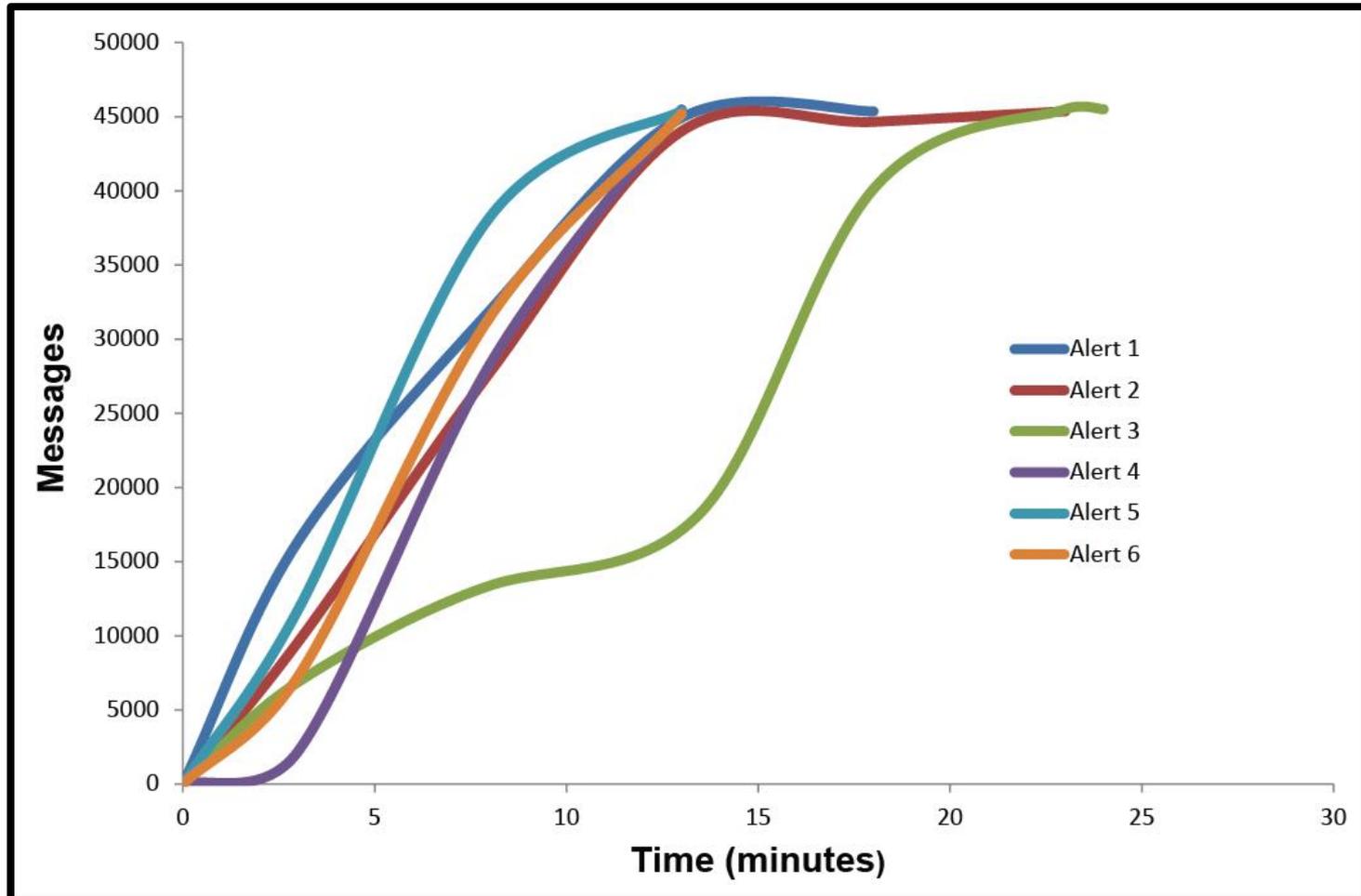
Saturday  
September 11



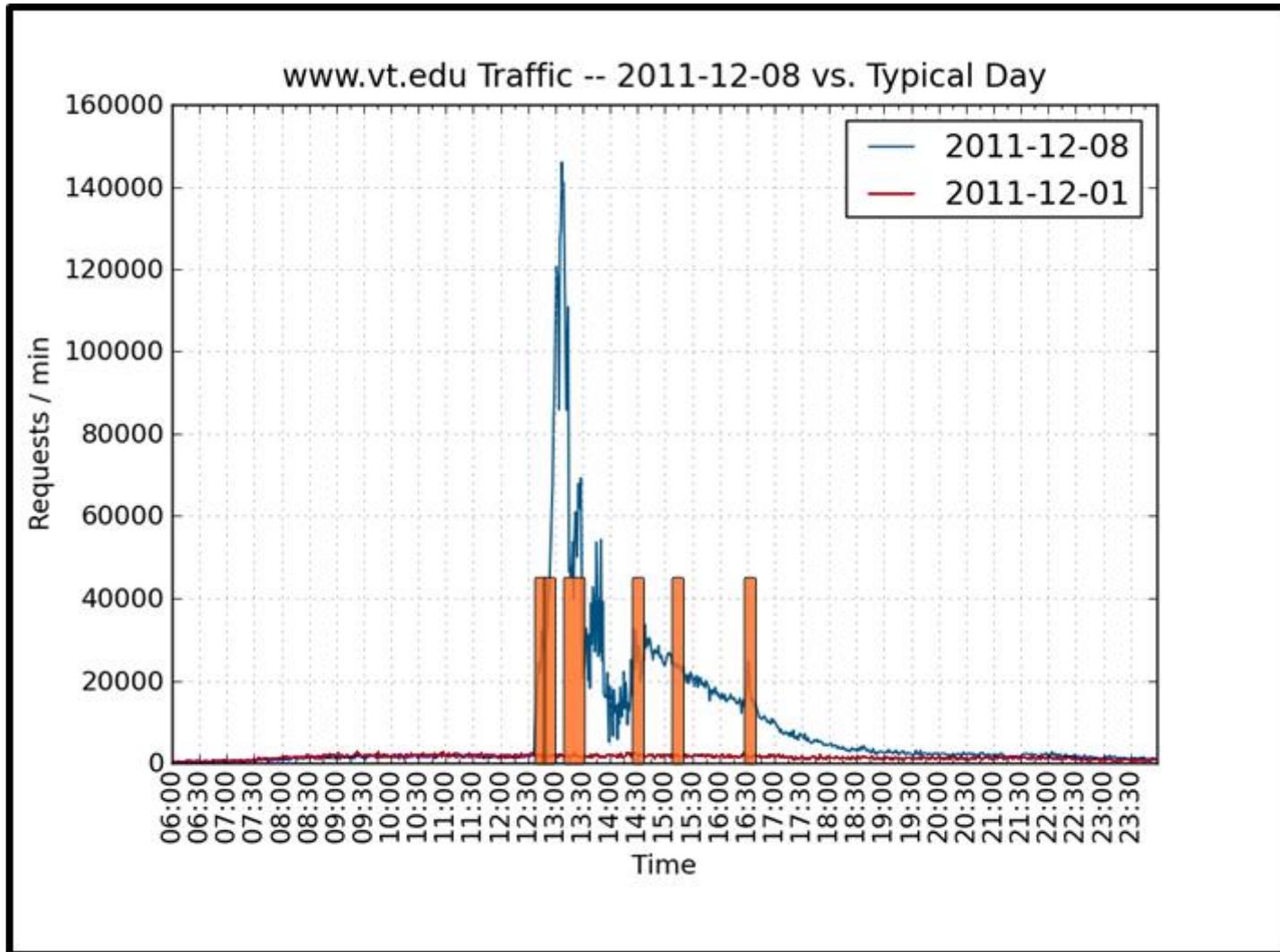
Source: <http://trendistic.com/boulderfire>



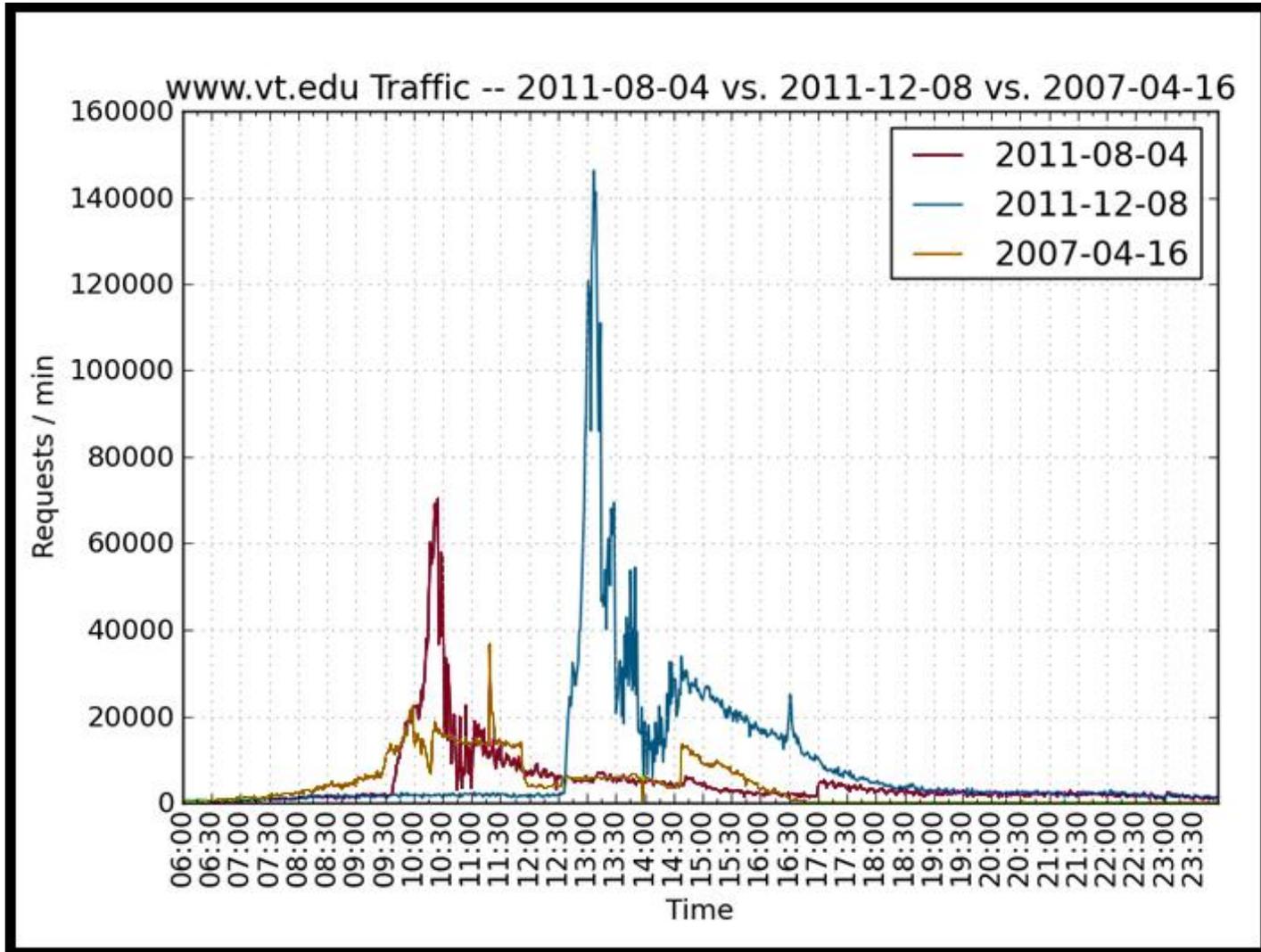
# VT Shooting 12/8/2011 Alert Distribution



# VT Homepage Traffic Spike



# Comparative View



## Social Media

### Twitter

- Start of day: 11,362
- Early evening: 20,053

### Facebook

- 92,684
- 42,972 clicks on vt.edu generated by Facebook and Twitter



**Virginia Tech News** @vtnews

Gun shots reported- Coliseum Parking lot. Stay Inside. Secure doors. Emergency personnel responding. Call 911 for help.

50+

RETWEETS

10

FAVORITES



12:36 PM, Dec 8th via VT Alerts - Details

← Reply 🗑 Delete ★ Favorite

## SOCIAL MEDIA

- 11 posts to Facebook
  - Six were automatic posts from Twitter
- 1,605 comments on Facebook posts
- 24,236 clicks generated by VT News story distributed on Facebook and Twitter
- 18,738 clicks generated by follow-up story
- Facebook.com a top referring site to vt.edu



### Virginia Tech

Gun shots reported- Coliseum Parking lot. Stay Inside. Secure doors. Emergency personnel responding. Call 911 for help.

92,684 People Reached · 334 People Talking About This

Like · Comment · @vtnews on Twitter · December 8 at 12:36pm via Twitter

135 people like this.

View all 220 comments

Write a comment...

# University of Canterbury, Chirstchurch NZ

9/4/10 & 2/22/11



# University of Canterbury, Chirstchurch NZ 9/4/10 & 2/22/11



# University of Canterbury, Chirstchurch NZ

Latest Headlines baseCamp Directory - University ... Blackboard University of Oregon

UC Earthquake Recovery UC Student Volunteer Army

**UC Earthquake Recovery**  
A reminder that UC students should check their UC email ( [www.outlook.com/ucive.ac.nz](http://www.outlook.com/ucive.ac.nz) ) and course spaces on Learn ( [www.learn.canterbury.ac.nz](http://www.learn.canterbury.ac.nz) ) every day for key information specific to individual courses.  
<http://www.outlook.com/ucive.ac.nz>  
[www.outlook.com](http://www.outlook.com)  
April 14 at 3:55am · Like · Comment · Share  
Diego Cordero likes this.  
Write a comment...

**Alicia Harbison-Price**  
Hey, I filled out a form at NZ3 to claim back lost property when Uni first started back and I haven't heard anything back. I didn't fill the form out straight after the earthquake because it wasn't an essential item (it's a jacket) but as winter is setting in, I wouldn't mind having my jacket back! Any idea when we could expect to have our property returned?  
April 15 at 9:37pm · Like · Comment  
**UC Earthquake Recovery** Hi Alicia, the security office is dealing with retrievals now, and you can give us a ring on 0800 827 748 to be put through to them.  
Sunday at 2:30pm · Like  
Write a comment...

**UC Earthquake Recovery** added 5 new photos to the album Week 5, week starting 11 April.  
  
**Week 5, week starting 11 April.**  
UC people = good people :-)  
April 13 at 9:57pm · Like · Comment · Share  
17 people like this.  
**Troy Holiday** thanks random acts of kindness people:)  
April 11 at 2:26pm · Like · 6 people  
Write a comment...

**Saskia Tranter**  
We're here, and we're here to stay....check out the events online at <http://whatsopen.co.nz/restaurants/events-whats-on>  
**Whats Open | Online map of Christchurch**  
[www.whatsopen.co.nz](http://www.whatsopen.co.nz)  
What's Open provides the most comprehensive guide to What's Open in Christchurch.  
April 13 at 2:00pm · Like · Comment · Share

**UC Earthquake Recovery** added 12 new photos to the album Oval Village.  


Latest Headlines baseCamp Directory - University ... Blackboard University of Oregon

UC Earthquake Recov... UC Student Survey fol... UC Student Volunte...

Write a comment...

**Jeannette Sutton**  
Where is SVA now being stationed? Are you still on campus?  
March 14 at 1:39am · Like · Comment  
  
**UC Student Volunteer Army** We have moved off site out to your distribution centre in Halswell. However, as we are all students, we will still be around campus and the original club will still be run out of campus, it's just the earthquake clean up part that has moved!  
March 14 at 2:12pm · Like · 1 person  
Write a comment...

**UC Student Volunteer Army**  
We need people to deliver toilets again. The residents will LOVE you for it. Having a car is preferable, and you need to be able to commit for a whole day from 8am. We'll hook you up with petrol or food vouchers for your time as well. If you can do it, email [tom@sva.org.nz](mailto:tom@sva.org.nz) and I'll give you the details. Thanks  
March 13 at 10:57pm · Like · Comment  
12 people like this.  
View all 17 comments  
**Anna Tippett** hi i did this on sunday where do we get the voucher?  
March 14 at 2:56pm · Like  
**Bjorn Svartsson** I can help out Friday ans Saturday. I have a large station wagon.  
March 14 at 6:07pm · Like  
Write a comment...

**Jodie Seyb**  
if anyone has 2 strong men that could help 2 ladies shift tomorrow out of their earthquake shaken home please let me know thanks  
March 13 at 10:50pm · Like · Comment

**Shannon Williamson**  
Dallington Community needs a few part time volunteers to help running/maintaining a community hub on Gayhurst Rd. Main tasks will include filling water containers, monitoring port-a-loos for tp/sanitiser etc. supporting people with internet use and filling out forms, and generally being available to chat/listen to people who need to be heard. Volunteers need to be available for three hour shifts (9-12 or 12-3 at this stage). If anyone is interested please message me with your name, cell number and an idea of days times that you are available. Cheers.  
March 13 at 9:38pm · Like · Comment

Allies:

## Force Multipliers that Build Capacity

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### Joplin Tornado Info

▶ 48,768



### Missouri Southern State

▶ 3,456



# Allies: Train them to reference you



The screenshot shows a university website with a green header. The main navigation bar includes links for Home, Academics, Accolades, Campus Messages, and Health & Safety. The article title is "Life-saving devices on campus" and is dated January 22, 2013. The text describes the use of Automated External Defibrillators (AEDs) on campus, explaining that they are used to treat sudden cardiac arrest. It also mentions that AEDs deliver a potentially life-saving electrical shock to the victim's heart. The article concludes by stating that AEDs are located across campus, with several concentrated in areas of high physical activity, and provides a link to a complete list of AED locations.

**AroundtheO** Find People | DU  
Search this s

Home Academics Accolades Campus Messages Health & Safety

## Life-saving devices on campus

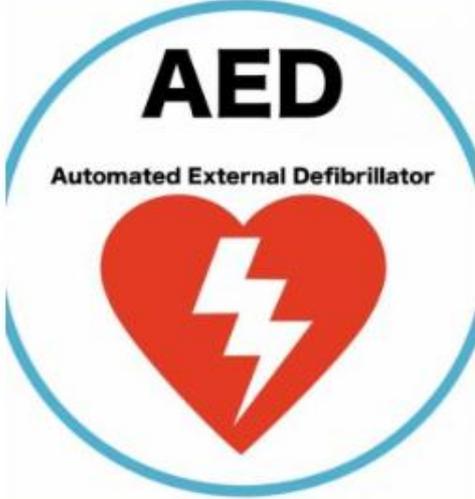
The UO has placed more than 70 life-saving Automated External Defibrillators (AEDs) on campus.

The portable devices are used to treat [sudden cardiac arrest](#), which occurs when the heart's normal heart rhythm suddenly becomes chaotic. A person suffering from cardiac arrest collapses, stops breathing, becomes unresponsive and has no detectable pulse.

The AED delivers a potentially life-saving electrical shock to the victim's heart that can restore the heart's normal rhythm.

The AEDs are located across campus, with several concentrated in areas where there is a high degree of physical activity – including the Student Recreation Center, Esslinger Hall and Matthew Knight Arena. For a complete list of AED locations, see <http://emc.uoregon.edu/sites/emc.uoregon.edu/files/uploads/AEDMap.pdf>

JANUARY 22, 2013  
Like Tweet



Allies: If they are trained, they will reference you in an emergency

---



## Updated: Small fire at Tingle Hall in Hamilton complex extinguished

Posted by Eder Campuzano and Andy Rossback on Monday, Mar. 18 at 5:05 pm.

 Recommend 0  Send

A small fire in a stairwell in Tingle Hall at the Hamilton Residence Hall took place shortly after 4 p.m., according to tweets from students and from the official University media relations Twitter account. The [UO Alerts](#) page confirms the incident, including the fact that officials from the Eugene Fire Department are currently investigating the cause of the fire.

# Allies: DRU & Crisis Commons Partnership



## Learn more about Crisis Commons



### Our story

CrisisCamp began as an idea for an event to bring together people ...



### Volunteer

Welcome to our community! If you would like to join current and/or ...

## Follow what we're up to!

If you're interested in keeping up with Crisis Commons, please follow us on Twitter, Facebook and subscribe to our blog through the links below



Latest	Popular	Comments	Tags
 <b>Sandy CrisisCamp</b> October 30, 2012			
 <b>The Humanitarian Toolbox</b> October 9, 2012			
 <b>Interim Management Team</b>			

## In the news

“CrisisCamp's goal is to gather topic experts, app developers and emergency first responders to create better technology and practices for crisis management and disaster relief.”

— ReadWriteWeb



## Map anything.



# CROWDMAP

A new Crowdmap experience. Request an invite to join the beta.

### What is the Ushahidi Platform



We built the Ushahidi platform as a tool to easily crowdsource information using multiple channels, including SMS, email, Twitter and the web.

### Manage the River of Information



SwiftRiver is an open source platform that aims to democratize access to tools for filtering & making sense of real-time information.

### Crowdsourcing In "the cloud"



When you need to get the Ushahidi platform up in 2 minutes to crowdsource information, Crowdmap will do it for you. It's our hosted version of the Ushahidi platform.

*It was just really fascinating to see how quickly the public picked up the technology and was able to embrace it. They really were dying to have an avenue to express their views.*

Sudan Vote Monitor - via Global Voices

### In The News



The Economist  
With telephone lines jammed, many Mumbaiers turned to a familiar alternative: they posted their whereabouts, and sought those of their close ones, on social networks.  
[Read more >](#)

### Buzz From Around The Web



Juliana Rotich to the rescue, Executive Director of <http://t.co/9K1300LzEE> #womenshistorymonth



Juliana Rotich to the rescue, Executive Director of <http://t.co/x25tqZnKn> #womenshistorymonth



@shareff <http://t.co/MwEoP2FEDS>

# R&D: The DRU Communities of Practice Archive

Communities of Practice | Homeland Security | Science and Technology | Welcome, Emma Stocker | FAQs | About Us | Contact Site Administrator

Search:

Home | Profile | Inbox | Members | Communities | HELP | SIGN OUT

First Responder Communities of Practice > Disaster Resilient University (DRU) > Documents

**Disaster Resilient University (DRU)**  
 Community Home | Discussions | Wiki | Documents | Calendar | Blog | Bookmarks

**Document Library**

Documents Home | Recent Documents | Unsubscribe from this community's documents | My Documents

Search

▼ Folders  
Showing 13 results.

Name	# of Folders	# of Documents	Actions
<b>Communications</b> Subfolders: Amateur Radio, Emergency Notification System (ENS), Joint Information Center and Crisis Communications, Other, Social Networking and Social Media	5	0	Actions
<b>Community Documents</b> Subfolders: After Action Reviews, DHS Pamphlets, EMR-ISAC CIP Inforams, FOUO	4	3	Actions
<b>Degree Programs in Public Health and Medical</b>	0	0	Actions
<b>Degrees in Emergency Management</b> From Emergency Management Institute (Fema Gov) - a listing of schools offering degrees in emergency management including program summaries and course listings. Subfolders: Associates, Bachelor Level Concentrations and Minors, Bachelor Programs, Doctoral Programs, Masters Level Certificates, More »	6	0	Actions
<b>Degrees in Homeland Security</b> From Emergency Management Institute (Fema Gov) - a listing of schools offering degrees in homeland security including program summaries and course listings. Subfolders: Associates, Bachelor Level Concentrations and Minors, Bachelors, Certificates and Diplomas, Doctoral, More »	7	0	Actions
<b>Exercises</b> Subfolders: After Action Reports, EXPLANs, Other	3	0	Actions
<b>Planning</b> Subfolders: Guidance, Plans, Policies, Sports and Special Events, Templates	5	0	Actions
<b>Professional</b> Subfolders: 2011 UCC Workshop, 2012 UCC Symposium - Orlando, Conferences and Meetings, General, UCC Documents	5	0	Actions
<b>Programs</b> Subfolders: Guides and Aides, Policies and Procedures, Position Description, Standards and Certifications and Accreditation, Student CERT	5	0	Actions
<b>Ready Community Colleges</b> Community Colleges serve unique populations which present opportunities and challenges to those engaged in emergency management at these institutions. Ready Community Colleges (RCC) is a place to share resources with this unique group of	0	0	Actions

Documents Home

Add Document

# Live Mapping as Community Response

Web Images Videos Maps News Shopping Gmail more - Sign in

Google maps Search Maps

Get Directions My Maps Save to My Maps

**2007 San Diego County Fires - KPBS Online**  
Updated 11/07  
All evacuation orders have been lifted. Fire perimeters (not active burn areas) are based on County Emergency Operations Center data. They are no longer being updated. Thanks to our friends at SDSU's Geography department for their assistance.

<http://www.kpbs.org/fires>  
<http://maps.sdsu.edu>  
3,484,197 views - Public  
Created on Oct 21, 2007 - Updated Nov 17, 2009  
By KPBS San Diego  
Rate this map - Write a comment

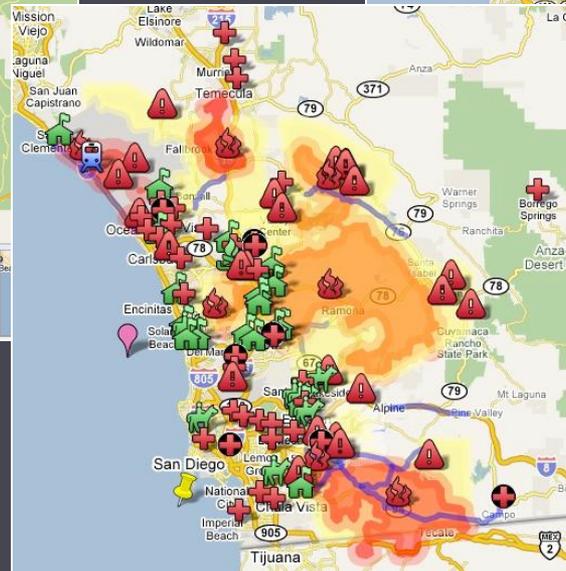
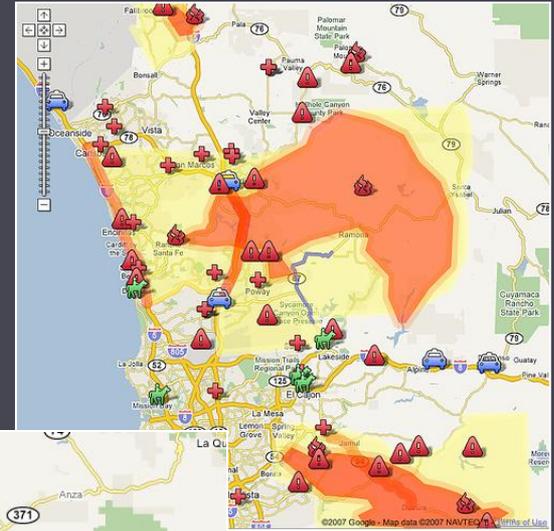
**Harris Fire**  
The Harris Fire is 90,440 acres and 100% contained on October 31st at 6 am, and full control is expected on November 3rd at 7 am. There are 1,428 firefighters assigned. Cost to date \$16.8 million. The...

**Witch Creek Fire**  
The Witch Fire is 197,990 acres and 100% contained as of 6 pm. Full control is expected on November 5th at 6 pm. There are 1,271 firefighters assigned. Cost to date \$16 million. There have been 40 inj...

**Evacuation Lifted, Escondido**  
All areas within the City of Escondido previously evacuated have been re-opened to residents. 10/15, 10:37 a.m.

- Line 3**
- Closure Interstate 8**  
Eastbound Interstate 8 is closed at Willows Road. Westbound closed at SR 79. All big rigs and high profile vehicles are being diverted.
- Fire line**
- Rice Fire - 100% Contained**  
The Rice Fire is 9,000 acres and 100% contained. Full containment was obtained on October 28th at 7 am, and full control on November 5th. There are 850 firefighters assigned. Cost to date \$4.9 milio...
- Highway Closure**

©2011 Google - Map data ©2011 Google



# What's Open – Online Map of Christchurch

The screenshot displays the 'What's Open' website interface. At the top, there is a navigation bar with the date 'Thursday, 21 March 2013', links for 'About Us' and 'Contact Us', a search bar, and social media icons for 'Login', Facebook, and Twitter. Below the navigation bar, there are four main menu categories: 'Home', 'Essentials & Services', 'Food & Entertainment', and 'Shopping & Beauty', along with a 'List My Business' button. A dropdown menu for 'Essentials & Services' is open, listing categories such as ATMs, Petrol Stations, Portaloos, Supermarkets, Libraries, Education Centres & Schools, Health & Medical, Alternative Medicine & Therapy, Accommodation (Hotels, Motels, Bed & Breakfast), and various Services (Automotive, Air Conditioning, Web Design, Cleaning, Advertising, Accountants, Building & Architecture, Printing & Photographic, Legal, Bathrooms & Kitchens). The main content area features a map of Christchurch with numerous blue location markers. Text above the map instructs users to click on a marker for more information and to use the search bar for other businesses. The map includes a scale bar (2 km / 2 mi) and a 'Map'/'Satellite' toggle.

# TweetDeck

### 1. Timeline @EDSinPDX

**OPB** @OPB 11m  
At noon on @ThinkOutLoudOPB "Our Town: Montavilla," diverse E.PDX neighborhood in transition latest in our roving series  
Details

**Dave** @davekozuki 13m  
I'm at Seattle-Tacoma International Airport (SEA) - @PortofSeattle (SeaTac, WA) w/ 58 others 4sq.com/ZwOknB  
Details

**USGS** @USGS 15m  
Only 12 days left to submit to the App-Ifying #USGS Earth Science #Data Challenge! 1.usa.gov/16JPoJ5  
Details

**Dave** @davekozuki 18m  
@suzannefrew I figured out how to eat the Poi of da South.  
Conversation

**Patrick Meler** @PatrickMeier 24m  
Kenya: An Ounce of Prevention or a Pound of Overreaction? bit.ly/1478fhB by @jay\_ulfelder cc @SisiNIAMani @popotech  
Details

**Ninkasi Brewing** @NinkasiBre... 30m  
HAPPY FIRST DAY OF SPRING! N-I-N--K-A-S-I-I-I. Damn, that tune is catchy. youtube.com/watch?feature=...

### 2. Timeline @KMTR

**Oregon DOT** @oregondot 14s  
Nice looking design. RT: @oregonstateparks Take a look at our new website! oregonstateparks.org  
Details

**Oregon State Parks** @ORStat... 24s  
Want to see a GIANT this Spring Break? wp.me/pOcRu-1sX via @wordpressdotcom  
Details

**L.J. Sellers, author** @LJSellers 1m  
I'm finally packed for LCC and now prepping for panels. Love the later flight, and so grateful it's only one flight. leftcoastcrime.org/2013  
Details

Jeff Spiegel retweeted

**Matt Forte** @MattForte22 5m  
Next year they'll probably be a no jumping over defenders rule... #loweringtheboomfund  
Details

Jeff Spiegel retweeted

**Matt Forte** @MattForte22 12m  
Wow so they really passed that rule...last time I checked football was a contact sport. Calling bank now to set up my lowering the boom fund  
Details

**Paul W Reynolds** @PaulReynol... 2m  
Unlabeled Photo of Paul W Reynolds

### 3. Timeline @DailyEmerald

**Oregon State Parks** @ORStat... 24s  
Want to see a GIANT this Spring Break? wp.me/pOcRu-1sX via @wordpressdotcom  
Details

Rex Redjai retweeted

**#HappyPersianNewYear** @P... 8m  
It probably did trend too. For like 10 seconds & we missed it. That's okay, it trended :) #HappyPersianNewYear  
Details

**Pat Forde** @YahooForde 1m  
Nice work by Les from Moon, Pa: Robert Morris taps its inner Rocky, knocks swagger right out of one-and-done Kentucky sports.yahoo.com/news/ncaab--ro...  
Details

**UO Journalism & Comm** @U... 2m  
Hey PR and Ad majors, take a break from final projects and stretch. Great chat going on right now at #bareitall  
Details

**Matthew Dolan** @matthawbdolan 2m  
@yo\_powe dude kidding about kidding about liking it. youtube.com/watch?v=UxxajL... right?

### 4. Timeline @KEZI9

**Oregon DOT** @oregondot 14s  
Nice looking design. RT: @oregonstateparks Take a look at our new website! oregonstateparks.org  
Details

**Oregon State Parks** @ORStat... 24s  
Want to see a GIANT this Spring Break? wp.me/pOcRu-1sX via @wordpressdotcom  
Details

**UO Journalism & Comm** @U... 2m  
Hey PR and Ad majors, take a break from final projects and stretch. Great chat going on right now at #bareitall  
Details

**pnw free press** @pnwfreepress 5m  
Wage Theft Hearing 3-13-13 bit.ly/WIN5D0  
Details

**Duck Sports Now** @DuckSport... 5m  
Oregon track & field rundown: Sure, Ashton Eaton has the world decathlon record; but the best is yet to come dlvr.it/36Nqyp  
Details

**Springfield Police** @SPDoregon 6m  
Crews working on natural gas leak in area of 47th & Main. Please avoid area if possible.  
Details

# HootSuite Enterprise

Compose message...  Click to select a social network

Getting Started x University of Oregon (Facebook Page) x University of Oregon (Facebook Pages) x Univ. Of Oregon (Twitter) x University of Oregon (Google+ Page) x University of Oregon (LinkedIn Companies) x Instagram x More...

+ Add Stream + Add Social Network

### Home Feed

the body! bit.ly/14cRNMQ

**OlgaKozinskiy**  
2:54pm via Tweet Button  
EPD Property Audit Leads to Criminal Investigation | eugeneweekly.com eugeneweekly.com/blog/epd-prope...

**FXStefan**  
2:54pm via foursquare  
I'm at König (Oberhausen) 4sq.com/10jWwJ1

**MissCollege**  
12:33pm via WordPress.com  
Preview Day wp.me/p1SC5M-1zP

**stephengillet**  
12:32pm via TweetDeck  
Amazon rolls out #SendtoKindle button for web sites: wapo.si/WVwq0a

**blueoceanfloor**  
12:32pm via Web  
FATO

**LonSoCal**  
12:32pm via Web  
Muthafucka You Knowwww

**MACUMBEIRA**  
12:31pm via Web  
Paloma: Da pra qualquer um  
Retweeted by blueoceanfloor

**DReaganite**  
12:31pm via Web  
#ObamaLimoBumperStickers Get off my bumper or I will call in my drones. #TCOT  
Retweeted by KatyInIndy

**ClassicallyKim**  
12:32pm via Twitter for iPhone  
Harry Potter Gryffindor Crest t-shirt? WANT!  
#HarryPotter #Gryffindor

### Mentions

**UOregonLCE**  
2:52pm via Twitter for iPhone  
@Univ\_Of\_Oregon and @oregonstateuniv presidents sharing the stage at @EugeneChamber Economic forecast event. Collaboration build success.

**FuturePV**  
2:35pm via HootSuite  
Thin films of nickel and iron oxides yield efficient solar water-splitting catalyst via @Univ\_Of\_Oregon ow.ly/jg10M

**AlexCuevasBN1**  
1:36pm via Twitter for iPhone  
Honestly can't wait to visit @Univ\_Of\_Oregonth @Univ\_Of\_Oregon

**ShelbsW21**  
1:33pm via Twitter for iPhone  
Winter term... It's been real @Univ\_Of\_Oregon

**timbarile**  
12:07pm via Web  
I seriously have the best family in the world! Just got an awesome "care package" full of @Univ\_Of\_Oregon swag for my acceptance. #thankful

**ScentMaven1**  
10:55am via HootSuite  
@Univ\_Of\_Oregon I just found out how to save 40% during #MarchMadness!  
rickty.scentsy.us/Scentsy/Buy/Co... #UOregon...

**ombudsblog**  
7:53am via Tweet Button  
Faculty Senate @Univ\_Of\_Oregon Back Proposed Ombuds Program ombudsblog.blogspot.com/2013/03/univer...

**AlmostBrandon**  
7:40am via Twitter for iPhone  
Another all nighter. Time for fire n spice! @Univ\_Of\_Oregon

**jasestar70**  
Mar 19, 11:57pm via Twitter for Android

### Direct Message (Inbox)

No results found.

### Sent Tweets

**Univ\_Of\_Oregon**  
Mar 19, 2:03pm via HootSuite  
RT @Blair\_Bender: On campus at my high school & I've seen five different people wearing @Univ\_Of\_Oregon apparel #NationalBrand #GoDucks  
Retweets: 5

**Univ\_Of\_Oregon**  
Mar 19, 1:50pm via HootSuite  
Good Omen Dept.: @OregonMBB are 2-0 this season against teams that wear orange and have the initials OSU. #goducks #uoregon #marchmadness  
Retweets: 56

**Univ\_Of\_Oregon**  
Mar 18, 9:50pm via HootSuite  
Cool! RT @OregonTF: Jordan Hasay's fun cover shoot for Running Times Magazine!  
pic.twitter.com/bu020QcHZV  
Retweets: 1

**Univ\_Of\_Oregon**  
Mar 18, 12:03pm via HootSuite  
Shout out to @riddickul0us visiting #UOregon from Boston. Oregon Relays are that weekend if you want to catch some track at Hayward Field.  
Retweets: 1  
Show Conversation

**Univ\_Of\_Oregon**  
Mar 18, 11:42am via HootSuite  
.@laytay\_xian is visiting UO all the way from South Carolina. Welcome to Duck country!  
Retweets: 2  
Show Conversation

**Univ\_Of\_Oregon**  
Mar 18, 9:38am via HootSuite  
.@Siwik01 Enjoy your visit! Hope you get some beautiful Oregon spring weather (that isn't rain).  
Retweets: 1  
Show Conversation

### #goducks

**GHorowitz**  
2:03pm via Photos on iOS  
HP Pavilion in San Jose, Calif. Site of Oregon-Oklahoma State NCAA game. #marchmadness #goducks pic.twitter.com/HckZw1qkJ  
Retweeted by DuckFBNews

**RachelLynn11**  
2:00pm via Twitter for iPhone  
Going down memory lane in honor of @OregonVB going to Australial amazing trip! @KatieSwo @sonjanewcombe #goducks pic.twitter.com/E2p14xtS59

**oregonliveducks**  
1:59pm via twitterfeed  
NCAA Tournament: Oregon freshman Dominic Artis says he's 100 percent healthy, excited to play back ho... bit.ly/Zxnn34 #goducks

**Jacobdub1**  
1:57pm via Twitter for Android  
Travis Ford agrees! Ducks deserve better! #GoDucks

**OregonSB**  
9:53am via Web  
Janie Takeda is 2nd nationally in battling (.500) just behind Oklahoma's Lauren Chamberlain (.507). #GoDucks bit.ly/V0XAC4  
Retweeted by Abbie013

**OregonPitCrew**  
1:54pm via TweetDeck  
We love @OregonAcroTumb! Check out our writeup by @SeanALarson (Photos: @Mizzballin01) with a recent recap. #GoDucks bit.ly/148fENn  
Retweeted by Mizzballin01

**OregonMBB**  
1:22pm via Twitter for iPhone  
\*@CamTheBawse: The Ducks are getting their dunk on in practice at the @hooavilions!

javascript:

# Data Collection Tools

## DRU Status Map

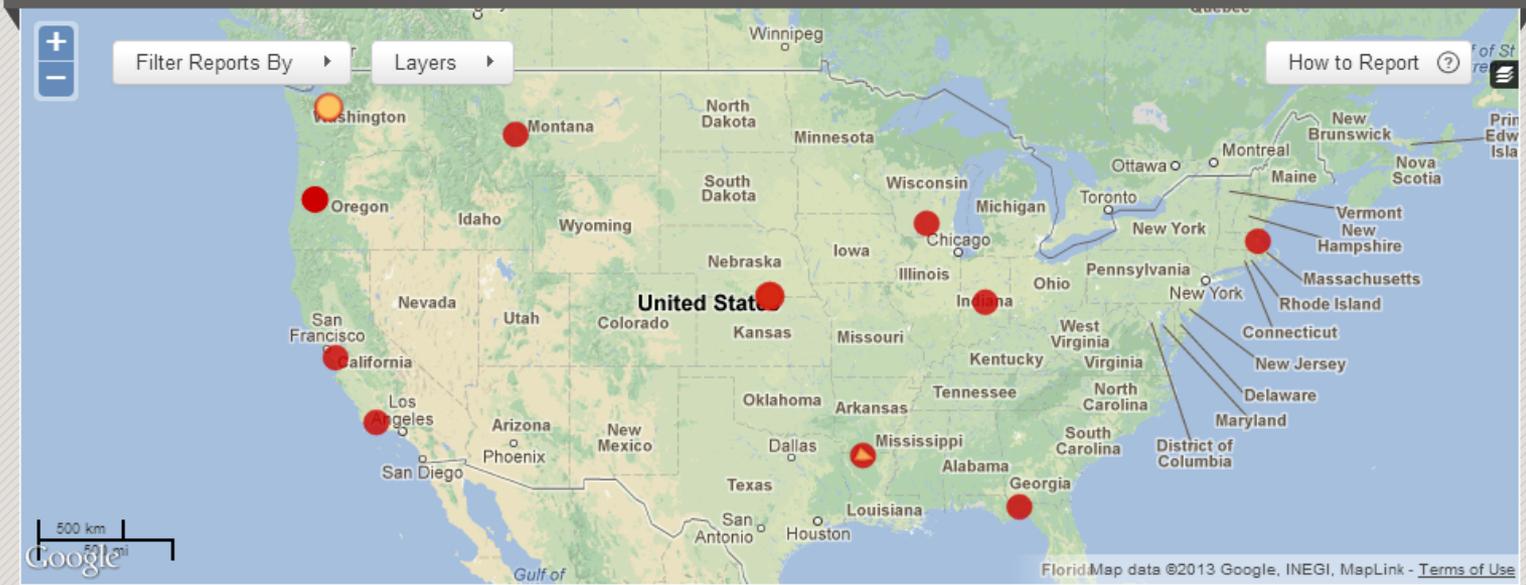
Helping DRU Members support each other during incidents. **\*\*THIS MAP IS CURRENTLY EXPERIMENTAL\*\***

[+ SUBMIT A REPORT](#)

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BETA - This is a test site for DRU members and their institutions status updates during incidents.

[HOME](#) [REPORTS](#) [SUBMIT A REPORT](#) [GET ALERTS](#)



# Implementation

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- ▶ **No SM**
  - ▶ ?
- ▶ **Limited use of SM**
  - ▶ One-way
  - ▶ Monitoring
  - ▶ Alert / notification
- ▶ **Interactive use of SM**
  - ▶ Multiple platforms
  - ▶ Reputational management
- ▶ **Conversational use of SM**
  - ▶ Listen
  - ▶ Learn
  - ▶ Engage
- ▶ **Operational use of SM**
  - ▶ Using data provided via SM
  - ▶ Broad Sit.Aw.
- ▶ **Integrated use of SM**
  - ▶ Use to mobilize
  - ▶ Into all pillars of EM
  - ▶ Community based Sit.Aw.

# MYTHBUSTERS

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- ▶ Broadcast only
- ▶ Whippersnappers only
- ▶ “I’ll build it **if** I need it”
- ▶ No Rules
- ▶ Anyone can do it
- ▶ Have to give up control





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